

ORDER



Orders

Order / Rev: 56935

Alt Order #:

Product Desc: ESTIMATE 12033

Estimate: 12033

Flight Dates: 09/24/12 - 09/30/12

Original Date / Rev: 09/17/12 / 09/18/12

Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts

Sales Office: SLC

Sales Region: Local

Agency

Name: Media Strategies & Research

Buying Contact:

Billing Contact:

1580 Lincoln Street

Denver, CO 80203

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Matheson for Congress 2012

Demographic: HH

Product Codes: US Congress

Priority: P-3

Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	51	\$12,375.00	\$10,518.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$12,375.00	\$10,518.75	0.00
Totals	51	\$12,375.00	\$10,518.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/24/12	09/28/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--					5	\$400.00		0.00			
E 2	KTVX	09/29/12	09/29/12	ABC4 News at 10pm SaCM Sa 10p-1030p		10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$325.00		0.00			
E 3	KTVX	09/25/12	09/25/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	-1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----					1	\$400.00		0.00			
E 4	KTVX	09/24/12	09/28/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$95.00	P-3	0.00	NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--					5	\$95.00		0.00			
E 5	KTVX	09/24/12	09/28/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11111--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--					5	\$130.00		0.00			
E 6	KTVX	09/24/12	09/28/12	Good Morning America GMA 7a-9a	CM	7a-9a	11111--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	11111--					5	\$140.00		0.00			

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Advertiser: Matheson for Congress 2012
Product Desc: ESTIMATE 12033
Estimate: 12033

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KTVX	09/24/12	09/27/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1--1---	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	1--1---		2			\$125.00			0.00			
E 8	KTVX	09/27/12	09/27/12	Thu Reg 2 Grey's Anatomy 8-9p	CM	8p-9p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1			\$2,500.00			0.00			
E 9	KTVX	09/24/12	09/24/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$100.00			0.00			
E 10	KTVX	09/24/12	09/28/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	111-1--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	111-1--		4			\$250.00			0.00			
E 11	KTVX	09/24/12	09/28/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5			\$165.00			0.00			
E 12	KTVX	09/24/12	09/28/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5			\$165.00			0.00			
E 13	KTVX	09/24/12	09/28/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5			\$165.00			0.00			
E 14	KTVX	09/24/12	09/28/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	11111--		5			\$200.00			0.00			
E 15	KTVX	09/30/12	09/30/12	ABC4 News at 10pm Su Su 10p-1030p	CM	6:00 PM-9:00 PM (6:00 PM-9:00 PM)	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$500.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KTVX	09/24/12-09/30/12		ABC4 News at 10pm Su			-----Su	:30		\$500.00		0.00	NM		
													Totals	51	\$12,375.00